

Message Text

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11

ACTION AF-06

INFO OCT-01 ISO-00 EB-07 /014 W
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R 291559Z AUG 75
FM AMEMBASSY MONROVIA
TO USDOC WASHDC
INFO SECSTATE WASHDC 6938

UNCLAS MONROVIA 5088

E.O. 11652: N/A
TAGS: BFOR, BPRO, BTIO, LI
SUBJECT: MESURADO INTEREST IN APPLIANCES - FOLLOW-UP REQUEST

REF: A. USDOC 12695; B. MONROVIA 4711 (NOTAL); C. MONROVIA 4860;
D. USDOC 13080 (NOTAL)

1. COLLARO OF MESURADO TOLD COMMERCIAL ATTACHE HE MOST PLEASED WITH
COMMERCE ACTION ON JEEP/AMC DEAL (REF A) AND ADVISED THAT HE HAS
RECEIVED TIMELY RESPONSE FROM COMPANY. HE STILL PRESSING INTEREST
IN HOUSEHOLD APPLIANCE LINE(S) (PTO SUBMITTED REF B) AND WE ANXIOUS
GIVE SAME GOOD SERVICE ON THIS REQUEST. FYI: HE ALSO REPORTED HE
MOST PLEASED WITH RECENTLY-SIGNED AGENCY AGREEMENT WITH MAJOR U.S.
TIRE MANUFACTURER. END FYI.

2. WE NOTE FROM WTDR REQUEST (REF D) THAT AMANA REFRIGERATION INC.
APPARENTLY INTERESTED IN BUSINESS ARRANGEMENT WITH LOCAL FIRM.
(ALTHOUGH EMBASSY PRESENTLY HAS NO INFORMATION ON THAT FIRM, WE
WILL PREPARE USUAL WTDR.) AS REPORTED PARA 11, REF B, AMANA WAS
ONE OF FIRMS WE RECOMMEND COMMERCE CONTACT TO RESPOND TO
MESURADO. WE FEEL MESURADO INTEREST SOLID, AND AMANA (AS
WELL AS OTHER U.S. COMPANIES) SHOULD BE URGED TO RESPOND
TO COLLARO ASAP. APPARENTLY MAJOR SALES OPPORTUNITIES FOR
APPLIANCES IN OFFING AND MESURADO WANTS TO TIE THEM UP.

3. WE HAVE ALSO JUST RECEIVED A COPY OF A LETTER FROM
FRIGIDAIRE (EDWARD J. KNOGHT, MANAGER, FRIGIDAIRE PRODUCTS)
TO ANOTHER COMPANY IN LIBERIA IN RESPONSE TO A PTO
SUBMITTED FOR APPLIANCES. LETTER INDICATES THAT ALTHOUGH
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THEY HAVE DISTRIBUTOR (NON-EXCLUSIVE) IN LIBERIA, THEY

PARTICULARLY INTERESTED IN DISTRIBUTOR WITH FREE PORT
FACILITIES AND WITH QTE BOTH IN-WARRANTY AND AFTER-WARRANTY
UNQTE CAPABILITY. SINCE MESURADO HAS EXCELLENT SUCH
FACILITIES, FRIGIDAIRE SHOULD ALSO BE CONTACTED AND URGED TO
CONTACT COLLARO.

4. WE WOULD APPRECIATE BEING ADVISED SOONEST OF U.S.
MANUFACTURERS INTEREST THUS FAR IN THIS SIGNIFICANT (IN
LIBERIAN MARKET) TRADE OPPORTUNITY.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 29 AUG 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975MONROV05088
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750300-0998
From: MONROVIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t1975085/aaaaaaedg.tel
Line Count: 71
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION AF
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 MONROVIA 4711, 75 MONROVIA 4860
Review Action: RELEASED, APPROVED
Review Authority: CollinP0
Review Comment: n/a
Review Content Flags:
Review Date: 13 FEB 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <13 FEB 2003 by ReddocGW>; APPROVED <12 MAR 2004 by CollinP0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: MESURADO INTEREST IN APPLIANCES - FOLLOW-UP REQUEST
TAGS: BPRO, BTIO, LI
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006